

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

Client No. 52579

The Assignee hereby revokes all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

The Assignee hereby appoints



BARNES & THORNBURG LLP, Customer Number:

23644

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:



The address with the Customer Number:

23644

OR



Firm or Individual Name

Address

City

State

Zip

Country

Telephone

Fax

Assignee Name and Address:

ARBITRON INC.

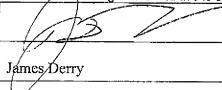
9705 Patuxent Woods Drive

Columbia, MD 21046-1572

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	01/17/2010
Name	James Derry	Telephone	410-312-8000
Title	Associate General Counsel & Chief Intellectual Property Officer, Legal & Business Affairs		